

MEMORANDUM

Not On
Agenda Item No. 10(A)(6)


TO: Hon. Chairperson and Members
Board of County Commissioners

DATE: June 3, 2003

FROM: Robert A. Ginsburg
County Attorney

SUBJECT: Resolution creating the Miami-
Dade County Kidcare Outreach
Coalition

The accompanying resolution was prepared and placed on the agenda at the request of Commissioner Dorrin D. Rolle, , Chairperson Dr. Barbara Carey-Shuler, Commissioner Jimmy L. Morales, Commissioner Dennis C. Moss and Commissioner Rebeca Sosa .


Robert A. Ginsburg
County Attorney

RAG/bw

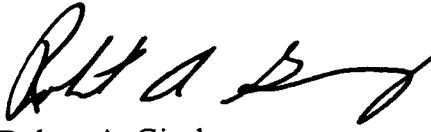


MEMORANDUM

(Revised)

TO: Honorable Chairperson and Members
Board of County Commissioners

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Please note any items checked.

- ☒ "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- ☐ 6 weeks required between first reading and public hearing
- ☐ 4 weeks notification to municipal officials required prior to public hearing
- ☐ Decreases revenues or increases expenditures without balancing budget
- ☐ Budget required
- ☐ Statement of fiscal impact required
- ☐ Bid waiver requiring County Manager's written recommendation
- ☐ Ordinance creating a new board requires detailed County Manager's report for public hearing
- ☐ Housekeeping item (no policy decision required)
- ☐ No committee review

Approved _____ Mayor
Veto _____
Override _____

Not On
Agenda Item No. 10(A)(6)
6-3-03

RESOLUTION NO. _____

RESOLUTION CREATING THE MIAMI-DADE COUNTY
KIDCARE OUTREACH COALITION; PROVIDING
MEMBERSHIP, PURPOSE AND TERM

WHEREAS, according to the most recent Florida Health Insurance Study of 1999, Miami-Dade County has nearly 450,000 uninsured residents; and

WHEREAS, out of this staggering number, over 111,000 are reported to be children; and

WHEREAS, nearly 93,000 children are currently eligible for some aspect of the KidCare program under the current guidelines but are not enrolled; and

WHEREAS, in 1998, Florida consolidated Florida Healthy Kids with existing Medicaid programs, MediKids, and Children's Medical Services (CMS) under an umbrella program called KidCare; and

WHEREAS, KidCare is a government subsidized health insurance program for Florida children through the age of 18; and

WHEREAS, these four programs offer opportunities for every child in Miami-Dade County to acquire some form of health insurance; and

WHEREAS, a 2000 study conducted by The Robert Wood Johnson Foundation found that three out of five parents whose children were eligible for insurance did not know of these available programs; and

WHEREAS, with the proper KidCare outreach efforts, Miami-Dade County can identify and enroll a significant number of children that are eligible for this important subsidized children's insurance program; and

WHEREAS, over 250,000 children have been enrolled in KidCare in Miami-Dade County since January of 2002; and

WHEREAS, the 2003 Florida Legislature effectively capped the enrollment in the KidCare Program at June 30, 2003 levels and eliminated funding for outreach; and

WHEREAS, one of the main recommendations of the Mayor's Healthcare Access Task Force Final Report is to increase the enrollment of KidCare eligible children through local initiatives such as:

- 1) Coordinating with the Human Services Coalition to work with community-based agencies familiar with specific populations;
- 2) Outreach through the school system; and
- 3) Outreach through the employer; and

WHEREAS, the feasibility of additional initiatives such as registering children at the place of birth should be explored; and

WHEREAS, reductions in state funding of the KidCare Program would have a devastating effect on outreach efforts to enroll eligible children who are currently not enrolled; and

WHEREAS organizations such as the Public Health Trust and the Human Services Coalition have undertaken several initiatives to address the uninsured children in Miami-Dade County; and


WHEREAS, an effective KidCare outreach program in Miami-Dade County would be a significant undertaking and cannot be effectively accomplished by solely one organization; and

WHEREAS, a coordinated KidCare outreach strategy in Miami-Dade County would maximize effectiveness and use of resources, as well as reduce any duplication of efforts,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY
COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA:**

Section 1. Creation; composition. There is hereby created the Miami-Dade County KidCare Outreach Coalition (the "Coalition"). The Coalition shall have thirty-five (35) members. Each Commissioner shall appoint one (1) member to the Coalition, and each of the following twenty-two (22) entities, organizations and offices shall be entitled to appoint one (1) member to the Coalition:

Human Services Coalition
Miami-Dade County Public Schools
Department of Children and Families
Public Health Trust
Miami-Dade County Health Department
Children's Medical Services
Jobs for Miami
Lutheran Services Florida
Catholic Charities
Galata, Inc.
S.T.E.P.S in the Right Direction, Inc.
Hispanic Coalition
Regis House
University of Miami Pediatric Mobile Clinic
South Florida Hospital Association
United Way
Children's Trust
League of Cities
Alliance for Human Services
Community Voices
Beulah Scholarship Foundation
County Manager's Office



Section 2. Purposes. The purposes of the Coalition shall be to:

- (1) begin an immediate community outreach and media campaign to enroll as many eligible children as possible before July 1, 2003;
- (2) work with the Office of Intergovernmental Affairs to urge the Florida Governor and State Legislature to address this issue and restore full funding for KidCare in the next special session;
- (3) if the cap on KidCare enrollment is reached, lobby the Florida Legislature to lift the cap;
- (4) explore federal authorization for a waiver to directly draw down State Children's Health Insurance Plan (SCHIP) enrollment funds;
- (5) identify barriers to KidCare enrollment;
- (6) create increased public awareness of the KidCare program;
- (7) identify appropriate funding and legislative solutions; and
- (8) create a plan, including a timetable for significantly reducing the number of eligible, non-enrolled children; and
- (9) identify alternative insurance for children impacted by possible cuts in state funding of the KidCare program.

Section 3. Reports. The Coalition shall submit to the Board of County Commissioners an immediate strategy for enrolling into the KidCare Program the greatest number of children residing in Miami-Dade County before the date (June 30, 2003) when the Florida Legislature will eliminate KidCare Outreach Programs and cap enrollment levels. The Coalition also shall provide a written report for a long range strategic plan for significantly reducing the number of eligible but non-enrolled children in the KidCare Program to the Board of County Commissioners no later than July 22, 2003. Thereafter, the Coalition shall present quarterly progress reports to the Commission.

The Coalition shall also submit to the Board of County Commissioners a plan for funding the efforts of the Coalition which shall include suggested funding sources, such as private foundations, and the County's provision of in kind services.

Section 4. Staff support and other In Kind Services. The County Manager, County Attorney and Mayor's Office shall provide appropriate staff support and the County shall provide other in kind services, such as media support, office space, communication support for the telephone hotline, printing and copying.

Section 5. Term. The Coalition shall remain in existence until July 2004.

The foregoing resolution was sponsored by Commissioner Dorrin D. Rolle, Chairperson Dr. Barbara Carey-Shuler, Commissioner Jimmy L. Morales, Commissioner Dennis C. Moss and Commissioner Rebeca Sosa and was offered by Commissioner , who moved its adoption. The motion was seconded by Commissioner and upon being put to vote, the vote was as follows:

Bruno A. Barreiro
Jose "Pepe" Diaz
Sally A. Heyman
Jimmy L. Morales
Dorrin D. Rolle
Katy Sorenson

Dr. Barbara Carey-Shuler
Betty T. Ferguson
Joe A. Martinez
Dennis C. Moss
Natacha Seijas
Rebeca Sosa

Sen. Javier D. Souto

The Chairperson thereupon declared the resolution duly passed and adopted this 3rd day of June, 2003. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: _____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency. ES/RA6

Eugene Shy, Jr.

*KidCare Outreach & Enrollment
Initiative*

Presented by Mayor Alex Penelas
Tuesday, June 3, 2003

KidCare Outreach & Enrollment Initiative

Background

KidCare is a multi-faceted government subsidized health insurance program for Florida children through the age of 18. One of the hardest hit programs in the recent State Legislative session has been the KidCare program, Florida's State Children's Health Insurance Program (SCHIP). According to the most recent Florida Health Insurance Study of 1999, Miami-Dade County has nearly 450,000 uninsured residents and of these over 110,000 are children. However, over 93,000 are identified to be eligible for the KidCare program but are still not enrolled. Many of these children's families are unaware this program even exists. A 2000 study conducted by The Robert Wood Johnson Foundation found that three out of five parents whose children were eligible for insurance did not know of these available programs. Of the 93,000, it is further estimated that 43,000 are not eligible for Medicaid. Attached (Attachment 1), please find an information package providing eligibility criteria, application procedures and a fact sheet concerning the KidCare program.

In its recent session, the State Legislature capped funding for FY 03-04 at projected levels for the period ending on June 30, 2003. There is no cap on the Medicaid component. The Legislature also completely eliminated funding for KidCare Outreach programs statewide.

One of the recommendations of the Mayor's Health Care Access Task Force was to expand and intensify existing KidCare outreach efforts. Given this recommendation, and to address the impending state caps, it is proposed that a comprehensive outreach and enrollment program be implemented by Mayor Penelas, the Board of County Commissioners, Municipal Mayors and community leaders and activists to assure that a considerable number of eligible children submit applications to Tallahassee prior to June 30, 2003. Without this program, Miami-Dade County can anticipate a significant impact

on County resources, specifically in health care services provided to the indigent (under the age of 18) at JMH and private hospitals.

Impact

The major changes to the KidCare program are the following:

- Sufficient funding to continue enrollment at June 30, 2003 levels only*.
- Elimination of KidCare outreach funding due to the capping of the program.
- Increased family premiums from \$15 to \$20 per month.
- Healthy Kids' dental benefits limited at \$750 per child per year.
- A minimum co-payment for \$5 for certain health care services and is effective October 1.

* KidCare programs have to maintain an average monthly caseload as follows:

- Healthy Kids needs to maintain an average of 298,000. They are currently at approximately 295,000. Healthy Kids is for children ages 5 and over whose families are above the Medicaid income level and below 200% of the federal poverty level are eligible.
- MediKids is capped at a monthly average of 40,000. The program is currently at approximately at 37,000. This program is for children between the ages of 1 and 5 whose family income is above the Medicaid income eligibility level and below 200% of the federal level.
- Children's Medical Services (CMS) has to maintain an average of 11,000 enrollees. They are at approximately at 9,100. CMS is for children who have special medical needs and whose income is below 200% of the federal poverty level.
- Medicaid is not a capped program, therefore the County can continue enrolling these children. Recent reports indicate that approximately 40% of the children in Miami-Dade County are Medicaid eligible. There is a significant portion that is entitled to a program that is absolutely free and uncapped. The County

should work with any agency that is involved in registering children for Medicaid to create a plan to enroll these children and navigate them through this complicated process.

Total statewide KidCare funding is approximately \$400 million.

Strategy

There are several steps the County can take to provide access to the KidCare health insurance program for non-enrolled, uninsured children:

Develop a formal coalition of agencies involved in KidCare Outreach efforts to:

- 1) Create increased public awareness of the KidCare program;
- 2) Increase the enrollment of eligible children in the KidCare program;
- 3) Identify barriers to KidCare enrollment;
- 4) Identify appropriate funding and legislative solutions;
- 5) Create a plan, including a timetable for significantly reducing the number of eligible, non-enrolled children;
- 6) Identify alternative insurance for children impacted by possible cuts in state funding of the KidCare program.

The following agencies/groups have been identified as members of the Coalition (to-date):

The United Way
Miami-Dade County Public Schools
The Human Services Coalition
The Department of Children and Families
The Alliance for Human Services
The Public Health Trust – Florida KidCare and the Community Access Program
Galata, Inc.
Catholic Charities
The Hispanic Coalition
Miami-Dade County Health Department

Dr. John T. McDonald Foundation School Health
Community Action Agency
Florida Fiscal Policy Project
South Florida Hospital Association
Community Voices
The Beulah Scholarship Foundation
The Miami-Dade League of Cities
The Mayor's Office
The County Manager's Office
- Community Action Agency – Head Start/Early Start
- Team Metro

These agencies, under the umbrella of the Coalition will undertake the following short-term solutions:

Action Plan

1. Identify Target Population

The County, in coordination with the various human service agencies and the Department of Education, is identifying the affected population for the purposes of targeting outreach information.

2. Public Awareness Campaign

A public awareness campaign will be established by which information is disseminated throughout the Public School System, Team Metro Offices, the Community Based Organization network, Churches, CAA/DHS Neighborhood Centers, Summer Programs...in short, places where the target population attends activities, accesses other social services, etc...It is important to keep in mind that the target population intimately includes the parents or caretakers of these children.

A Speaker's Bureau will be established, comprised of community leaders that are knowledgeable on this issue and who will speak at community meetings, business forums and conduct public service announcements (PSAs). County Commissioners will also be invited to tape PSAs and conduct community meetings in their Districts.

The public awareness campaign will also include a media component and public service announcements (PSAs). Attachment 2 provides additional details concerning the media plan.

3. Establish the KidCare Hotline & Referral Initiative

The Mayor's Office, in conjunction with the County Manager, will establish a hotline and referral operation in order to properly refer the target population to the appropriate network of agencies that will assist with completing and submitting the appropriate applications. Appropriate training will be provided.

County employees, working 8:00 a.m. to 8:00 p.m., will man the Hotline Operation (Monday through Friday) and on Saturday's (9:00 a.m. to 3:00 p.m.) through Saturday, June 28, 2003. The operation will be housed at Team Metro's existing Answer Center located at 9300 NW 41 Street. The telephone number to be used will be (305) 468-KIDS (5437). We are in the process of finalizing the needed resources to manage this effort and to oversee this project.

The hotline operation is scheduled to open on Monday, June 9, 2003, at 12 Noon, with operators handling calls in all three (3) languages. Telephone calls received through the hotline will be documented and referred to the nearest intake center (i.e. – CBO, CAA/DHS Neighborhood Center or Team Metro Office) where the child and his/her parent/guardian will receive assistance in completing the required application and submitting it to Tallahassee prior to June 30, 2003. Attachment 3 provides a list of all the agencies that will assist in this initiative.

4. Other Reform Efforts

Outside of this plan, the Mayor will also be seeking legislative reform in the next Special Session through the Office of Legislative Affairs to restore appropriate funding for this needed program on a Statewide basis. The Office of Legislative Affairs will also seek a budget amendment when the Legislative Budget Commission meets this June 2003. The Mayor will engage elected officials from major Counties throughout the State to assist in this effort.

The County should incorporate the Public Health Trust's Countywide Plan to Address the Uninsured, a comprehensive plan that incorporates some of these strategies. Additionally:

- A waiver can be sought for the County to draw down federal matching dollars directly.

The County can put up the State of Florida's match for the Florida Healthy Kids Program (the only program that allows this match). Florida Healthy Kids Program is the larger of the three-capped programs and where Miami-Dade County has the largest enrollment. Last month, the County enrolled over 57,000 kids. The State's share is 29% that draws down a 71% federal match.

- Use additional money from the 2003 Fiscal Relief Act to fund new slots in KidCare program.

President Bush recently signed the Fiscal Relief Act into law, which among provides \$10 billion to statewide general revenues and an additional \$10 billion which to temporarily increase the federal Medicaid match rate. The \$10 billion in general revenue monies can be used for SCHIP programs, i.e. --KidCare. This does not necessarily require matching funds unless the state spends it on a program requiring the match. Florida's portion is approximately \$500 million. In addition, Florida could also use the state revenues that will be freed up from the increase in the federal Medicaid match to fund the KidCare program. Florida's portion of these moneys is approximately \$400 million.

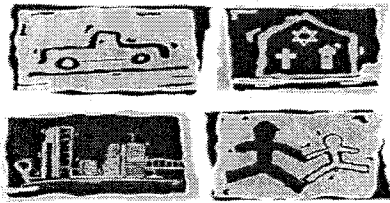
- Restore budget authority to the Department of Health so that the Department can continue to receive grants and donations related to KidCare and their programs.

Budget

Office costs, including personnel, office space and equipment, such as telephones, fax and copying machines, are being provided as in-kind contributions by Miami-Dade County. Certain costs associated with media/advertising campaign will need to be funded. Attachment 4 provides a proposed budget.

KidCare General Information

Attachment 1



Human Services Coalition OF DADE COUNTY, INC.

WHAT IS KIDCARE?

KidCare is a government subsidized health insurance program for Florida children through the age of 18. It includes four programs:

Medicaid for children from families with the lowest income;

MediKids for children ages 1 through 4 above the Medicaid income level;

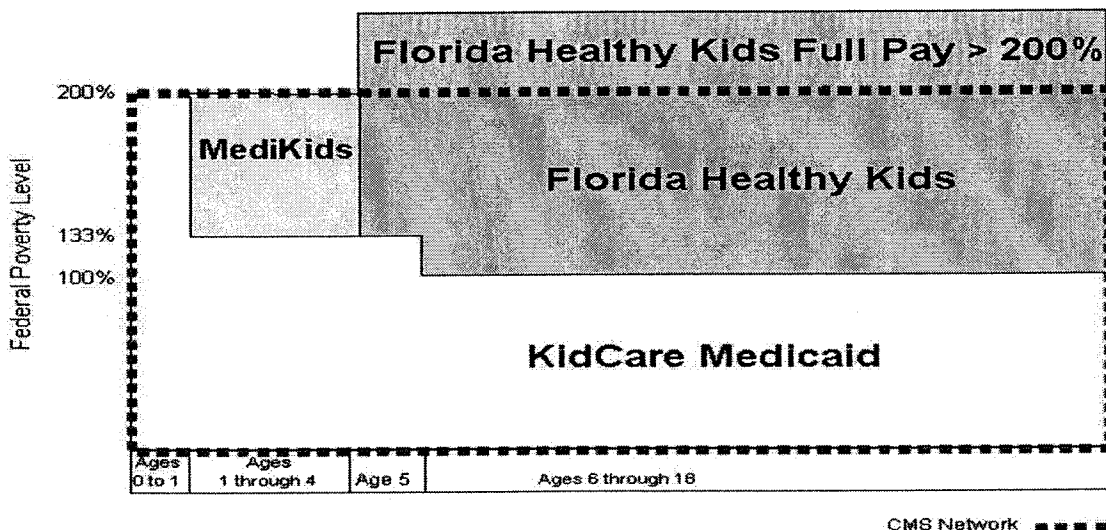
Healthy Kids for children 5 and over whose families have income above the Medicaid income level; and

Children's Medical Services (CMS) for children with special health needs.

Medicaid is free. The other KidCare programs cost \$15 per family per month for families with income below 200% of the federal poverty guidelines.

The chart below shows the relationship between the four KidCare programs:

Florida KidCare Eligibility



Who is eligible for KidCare?

All citizen and qualified alien children living in families with income below 200% of the federal poverty level are eligible.

What is a qualified alien?

Qualified alien children are aliens in one of the following categories. The immigration status of the parent is not considered.

The children in the first six categories listed below are eligible regardless of the date they entered the U.S.:

Refugee (admitted to the U.S. because of political persecution)
Asylee (entered U.S. and allowed to remain because of political persecution)
Cuban/Haitian entrant
Amerasian
Dependent of U.S. veteran or person on active military duty
Alien whose deportation has been withheld

The children in one of the following four categories are eligible if they entered the U.S. before August 22, 1996, or if they entered later, after they have been in the U.S. for 5 years.

Lawful Permanent Resident (green card holder)
Parolee for one year or more (allowed to enter the U.S. under emergency)
Conditional entrant
Abused child of U.S. citizen or resident eligible under VAWA program (some battered children and children of battered spouses)

Federal poverty level or guidelines

The federal poverty level for a family depends on the number of people in the family unit. The level is adjusted each year based on inflation. To determine if a family's income is below the poverty level, one must consider the family's gross monthly income (before taxes). The present federal poverty level for families of various sizes is listed below, as is the amount of income equivalent to 133% of the federal poverty level, and 200% of the federal poverty level.

FAMILY SIZE	POVERTY LEVEL	133% POVERTY LEVEL	200% POVERTY LEVEL
1	\$738	\$982	\$1477
2	\$995	\$1323	\$1990
3	\$1252	\$1665	\$2503
4	\$1508	\$2006	\$3017
5	\$1765	\$2347	\$3530
6	\$2022	\$2689	\$4043
7	\$2278	\$3030	\$4557
8	\$2535	\$3372	\$5070

For which Kidcare program is my child eligible?

Each child in a family may be eligible for a different KidCare program, depending on the child's age and the family's income. The following is a description of which children are eligible for each KidCare program.

Medicaid income eligibility. Children under the age of 1 are eligible for Medicaid if the family's income is 200% of the federal poverty guidelines or less.

Children between the ages of 1 and 6 are eligible for Medicaid if their family income is 133% of the federal poverty guidelines or less.

Children 6 and older are eligible for Medicaid if their family income is 100% of the federal poverty guidelines or less.

MediKids income eligibility. Children between the ages of 1 and 5 whose family income is above the Medicaid income eligibility level and below 200% of the federal poverty level are eligible.

Healthy Kids income eligibility. Children age 5 or above whose family income is above the Medicaid income eligibility level and below 200% of the federal poverty level are eligible.

Children's Medical Services income eligibility. Children who have special medical needs and whose income is below 200% of the federal poverty level are eligible.

How does a parent apply?

To apply, a parent must fill out a KidCare application form and mail the form to Tallahassee in the envelope provided. The parent can use one form for all the family's children. If the child is over the Medicaid income eligibility level, the parent should send a check or money order in the amount of \$15 per family along with the application. Parents do not have to provide their social security numbers.

Parents can obtain applications by calling the Tallahassee KidCare office at 1-888-540-KIDS.

Prepared by:

Human Services Coalition of Dade County

260 NE 17th Terrace, Suite 200

Miami, FL 33132

Phone: (305) 576-5001

Fax: (305) 576-1718

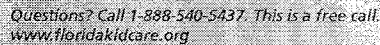
Email: Hsc@hscdade.org

Website: www.hscdade.org

Daniella Levine, Executive Director

The Human Services Coalition of Dade County, Inc. is a broad-based advocacy network of over 5,000 members, founded in 1995 to serve as the community voice on health and human services issues.

6/11/02



"Parent One" is a person the child lives with.

SECTION 3. Household information

- If you are applying for an unborn child, what is the expected due date? (MM/DD/Year)
- Number of adults living in your household Number of children Total
- If anyone in your household pays child support, write in the monthly amount: \$
 Name of person who pays it:
 (Your answers may determine deductions and may qualify your child for lower cost coverage.)
- Do your children have unpaid medical bills from the last three months? ☐ Yes ☐ No
- Is any child in your household a refugee or asylee? ☐ Yes ☐ No If yes, how many?
- In what language do you prefer to receive mail? ☐ English ☐ Spanish ☐ Haitian Creole
- Where did you hear about Florida KidCare? ☐ School ☐ Friend/Family ☐ TV/Radio ☐ Newspaper ☐ Health Care Provider ☐ Other:

SECTION 4. Monthly income worksheet

List all income received by parents and children listed on this application. Do not list income for anyone outside of this household. Be sure to show the amount of income before taxes and other deductions. Use an extra sheet if needed.

(Write in the MONTHLY amount for each kind of income.)

MONTHLY INCOME BEFORE TAXES							
Name (First and Last)	Is this person in school full time? (Yes or No)	Monthly Income from Work	Monthly Child Support	Monthly Social Security	Monthly SSI	Monthly Workers' Comp, Retirement, Unemployment, other	MONTHLY TOTALS (add up for each name)
Total Monthly Household Income (Add all TOTALS)							

SECTION 5. Day care

List the payments made for day care for a child (or adult with disabilities) so that someone in your household can work. Your answers may determine deductions from the Total Monthly Income figure and may qualify your child for lower cost coverage.

Monthly Amount of Day Care Payment for Each Person in Day Care	Name of Person in Care	Under age 2? Yes/No
		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No

SECTION 6. Monthly premiums and attachments

There is no cost for Medicaid for children (KidCare Medicaid). There is a minimum \$15 monthly premium for MediKids, Healthy Kids, and the Children's Medical Services Network. We suggest you send one check or money order for \$15 to avoid delaying your child's (or children's) first month of coverage. If you need to pay more than the minimum we will let you know. PLEASE DO NOT SEND CASH. If your child (or children) is approved for Medicaid or denied coverage, the \$15 will be refunded.

ARE YOU ATTACHING (please check Yes or No).

A check or money order for \$15 made payable to Florida KidCare?

For each non-citizen applicant child, a copy of that child's immigration documents?

For American Indian/Alaska Native children, a copy of the child's Tribal I.D. card or other documents?

☐ Yes ☐ No
☐ Yes ☐ No
☐ Yes ☐ No

Mail to:
Florida KidCare
P.O. Box 980
Tallahassee, FL 32302-0980

SECTION 7. Certification and authorization

- I certify that the information provided on this application is true and correct to the best of my knowledge.
- I understand that the information will be kept confidential in accordance with Florida and federal law.
- I understand the information I have provided in this application will not be shared with the Immigration and Naturalization Service (INS).
- I understand the information I provide will be verified, which may include computer file matching and that I may be requested to provide other information.
- I authorize the release of personal, financial, and medical information for the purpose of determining eligibility and for research.
- I have read and understand my rights and responsibilities as they apply to the Medicaid program.
- I understand that the Florida KidCare program does not discriminate because of race, color, sex, age, disability, religion, nationality or political belief.

Signature
Required

DATE:



Florida KidCare

Application Instructions

Questions? Call 1-888-540-5437. This is a free call.
www.floridakidcare.org
(TTY 1-877-316-8748)

Good news for Florida's families!

Through Florida KidCare, the State of Florida offers health insurance for children from birth through age 18, even if one or both parents are working. It includes four different parts, or programs. When you apply for the insurance, Florida KidCare will check which program your child may be eligible for based on age and family income:

- **MediKids:** for uninsured children ages 1 through 4.
- **Healthy Kids:** for uninsured children ages 5 through 18.
- **Children's Medical Services Network:** for uninsured children birth through 18 who have special health needs or ongoing medical conditions.
- **Medicaid:** for children birth through 18. A child who has other health insurance may also qualify for Medicaid.

What services are covered?

Here are some of the services Florida KidCare covers:

doctor visits	surgery	vision & hearing
check-ups & shots	prescriptions	dental
hospital	emergencies	mental health

Who will provide my child's care?

All Florida KidCare programs use selected doctors, dentists, hospitals, therapists, or health plans to provide services. In some areas of Florida, you may be able to choose from more than one health plan.

How do I apply? Instructions

Using blue or black ink, fill out this simple application form and mail it as soon as possible. Some Florida KidCare programs may have limited space. Applications are accepted on a first-come, first-served basis. Follow the directions on the application form and please print your answers. Here is some more information to help you with the application.



SECTION 1. PARENT (OR GUARDIAN) INFORMATION.

Parent's Social Security Number. A parent's Social Security Number (SSN) on the application is optional. If provided, Florida KidCare uses the SSN for computer matches with other agencies and contractors and it may help speed up your child's application processing. We will not share your information with the Immigration and Naturalization Service (INS).



SECTION 2. CHILD INFORMATION.

This information helps Florida KidCare determine if your children might qualify for lower cost or no-cost coverage.

- Answer the *shaded* questions in Section 2 for each child who lives with you. For an unborn child, write "unborn" in the First Name box and answer Relationship to Parent One, Relationship to Parent Two and if you are applying for Florida KidCare. Leave the rest of the questions blank for the unborn child. After your baby is born, call Florida KidCare to give the rest of the application information.
- Answer *all* of the questions in Section 2 for each child who needs Florida KidCare health insurance.

Child's Social Security Number (SSN). If you have an SSN for your child, write it on the application. SSNs are used to do computer matches with other agencies.

If your child does not have an SSN, write the date you applied for or tried to apply for an SSN on the application. To apply for an SSN for your child, call the Social Security Administration at 1-800-772-1213. If you have access to the Internet, go to www.ssa.gov for help applying for an SSN.

Child's Citizenship. Mark "yes" if your child is a U.S. citizen.

Important Information for Immigrants. Non-citizen children may be eligible for Florida KidCare. If your child is not a U.S. citizen, write the child's date of entry into the U.S. and the child's INS number. Make a copy of the front and back sides of any of the following papers you have for each child you are applying for Florida KidCare and attach the copies to the application:

- Form I-551/I-515 (Green Card, Permanent Resident or Resident Alien Card)
- Form I-94 (Arrival/Departure Record)
- Passport stamped by INS showing immigration status or immigrant visa, including the bearer's name and picture
- Form I-571 (Travel Authorization)
- Notice of INS receipt of Form I-589 (Asylum Application)
- Other documentation of status, like a letter from INS or judge, or a Laissez-Passer

Important Public Charge Information. What you tell us about your child's citizenship status is *confidential*. Florida KidCare will not share anything you tell us with the Immigration and Naturalization Service (INS) or any other federal agency. Information about a parent's immigration status is not needed to apply for Florida KidCare. A child's enrollment in Florida KidCare does not harm anyone's application for citizenship or legal permanent resident status.

Child's Race. Using one of these choices, write the child's race on the application:

- White
- Black/African-American
- American Indian/Alaska Native
- Asian, Hawaiian or Pacific Islander
- Hispanic
- Other

This information is optional and is not used for determining eligibility. If provided, it is used for research and to ensure all people are treated fairly.

SECTION 3 through SECTION 7.

Please follow the directions on the application.

How much do I pay each month for coverage?

- There is no charge for Medicaid for children (KidCare Medicaid).
- For other Florida KidCare programs, monthly premiums depend on your household's size and income. Most families pay \$15. If you need to pay more, we will let you know.
- You may have to pay small charges or co-payments for some services.
- A child who is a member of a federally recognized American Indian or Alaska Native tribe may qualify for no-cost Florida KidCare coverage. Call 1-888-540-5437 for more information.

What goes with the application?

Before you send in your application, make sure you have answered all of the questions and signed and put the date on the application. The application is not complete without your signature (Section 7 on the application).

- If you decide to send in a check or money order with the application, make it payable to Florida KidCare for \$15. Be sure to include the child's (or children's) name on the check.
- If your child is not a U.S. citizen, attach a copy of the front and back sides of immigration documents for each child you are applying for Florida KidCare to the application.
- If your child is an American Indian or Alaska Native, attach a copy of the front and back sides of your child's tribal identification card or other similar tribal documents to the application.

Mail the application to:

Florida KidCare
P.O. Box 980
Tallahassee, FL 32302-0980

What happens after I send in the application?

When we receive your application, we will let you know. It will take several weeks to process the application. We will check to see if your children might be eligible for Medicaid. If your children are eligible for Medicaid, you will receive more information. If any of your children are eligible for the other Florida KidCare programs, we will let you know. You may ask for a review of a decision if you think the decision was unfair or incorrect. Call 1-888-540-5437 for information.

When does coverage start?

- **MediKids and Healthy Kids:** Coverage starts after the application is *processed and approved*. Florida KidCare will let you know when the insurance coverage starts. MediKids and Healthy Kids will not pay for medical services your children received before the coverage starting date.
- **Children's Medical Services Network:** Coverage starts after the application is *processed and approved*. Florida KidCare will let you know when the insurance coverage starts. Children's Medical Services Network services *may* start sooner if your child has an emergency health care need.
- **Medicaid:** If your children qualify for Medicaid, coverage starts in the *month your application is received*. Medicaid may also pay for some medical services your children have already received.

Important Information about Medicaid

The following is important information about your rights and responsibilities you need to know if your children are eligible for Medicaid:

- The information I give on the application is true and correct to the best of my knowledge. I realize that if I give information that isn't true or if I withhold information and my children get health benefits for which they are not eligible, I can be lawfully punished for fraud. I may also have to pay Medicaid back.
- I understand that the information I give about our income and family situation will be checked, including computer matches. I agree to let the Department of Children and Families get needed information. I agree, under penalty of perjury, that everything on the application is true as best I know it. I know that Social Security numbers we provide will be used to check our income.
- I agree to notify the Department of Children and Families within 10 days if there are any changes in: the people who live in our home; where we live or get our mail; our income; or our health insurance.
- I understand that if my children are not found eligible for Medicaid using the Florida KidCare application, I can contact the local office of the Department of Children and Families to see if my children are eligible for Medicaid on some other basis.
- I give permission for Medicaid to: share medical information on my children with any insurance company to get the medical bills paid; and collect payments from anyone who is supposed to pay for that care.
- I know that Medicaid cannot discriminate because of race, color, sex, age, disability, religion, nationality, or political belief.
- I know that I can ask for a Fair Hearing from my Department of Children and Families worker if I think the decision made on my case is unfair, incorrect, or made too late.

Need help with child support?

Call 1-800-622-5437. This is a free call.

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FACT SHEET

How many children are uninsured?

- In 1999, there were 10.8 million uninsured children in the United States, 4.4 million were white, 3.4 million were Hispanic, and 2.1 million were Black. (Source: Children's Defense Fund 2001 State Facts)
- Children are 40% more likely to be uninsured than adults.
(Source: Analysis of current Population Survey data; Texas Department of Health)
- 1.521 million children are uninsured in Texas (25.3%; 1 in 4 children).
(Source: Children's Defense Fund 2001 State Facts)
- 56,000 children are uninsured in Travis and Williamson counties (21%; 1 in 5 children).
(Source: Data from the Texas Health and Human Services Commission, June 1999)
- Texas ranks #2 in the U.S. with percent of uninsured children.
(Source: Children's Defense Fund 2001 State Facts)

What problems result from lack of insurance?

- Uninsured children are:
 - Six times as likely as privately insured children to go without medical care.
 - Five times as likely to use the hospital emergency room as a singular source of health care.
 - Four times as likely to have necessary health care delayed.
(Source: National Center of Health Statistics, July 1997; Reported in State of America's Children 1998; Children's Defense Fund, p. 25)
- Children without insurance are 25% more likely to miss school because of untreated illnesses
(Source: "Improving Access to Health Care for Children in Texas," House Committee on Public Health, *Interim Report*, December 1996; Texas House of Representatives)
- School districts in Texas lost \$4 million **per day** in funding because of absenteeism.
(Source: "Improving Access to Health Care for Children in Texas," House Committee on Public Health, *Interim Report*, December 1996; Texas House of Representatives)
- In 1994, working Texans with uninsured children missed 550,000 more days of work than working parents of insured children, costing Texans \$22 million in lost wages and productivity.
(Source: From analysis of Current Population Survey data, Texas Department of Health estimates, 1996.)

Who are the uninsured children?

In Texas:

- 86% of the state's uninsured children have at least one working parent.
(Source: From analysis of Current Population Survey data, Texas Department of Health estimates, 1996.)

Nationally:

- 9 of 10 uninsured children live with working families.
- 64.6% of uninsured children have a parent who works full time and year round.
- 53.6% of uninsured children live in two parent families.
- 66.3% live in families with incomes above poverty.
(Source: State of America's Children Yearbook 2000; Children's Defense Fund, p. 140)

Public Awareness Campaign & Media Plan

Attachment 2

Introduction

KidCare is a government subsidized health insurance program for Florida children (through the age of 18). Due to state budget cuts, enrollment in the KidCare Program will be capped as of June 30th, 2003 – leaving thousands of children without essential health insurance.

In an effort to get as many children signed up for the Florida KidCare Program as possible before the June 30th, 2003 enrollment cap date, Miami-Dade Mayor Alex Penelas, the Board of County Commissioners, municipal Mayors and community leaders will launch an aggressive advertising, public relations, and community outreach campaign to spread the word about the program and urge parents of eligible children to sign up.

Goal

Implement an aggressive advertising, public relations and community outreach campaign to increase awareness about the Florida KidCare Program and motivate parents of eligible children to sign up for the program before the enrollment is capped on June 30, 2003.

Strategies

The advertising, public relations and community outreach campaign must:

- ξ BUILD AWARENESS of KidCare and its benefits.
- ξ MOTIVATE parents of eligible children to sign up for KidCare.

Advertising

To effectively promote the KidCare Program and urge parents of eligible children to apply immediately, a heavy rotation radio campaign is recommended. Because of the short timeframe, using community periodicals will not be effective. Radio can deliver the KidCare message immediately and **frequently** to the community.

Radio

- ξ Three-week radio buy on the English, Spanish and Creole-language stations that reach our target audience. Cost: \$50,000.
- ξ 30-second radio spots will begin airing on Tuesday, June 10, 2003 on all stations and will continue on heavy rotation through June 27.
- ξ The radio spots will be produced by the Communications Department. Cost of production: \$800 (includes dubs for distribution to radio stations).

- ξ As added value, we will negotiate radio show appearances for the Mayor and KidsCare speakers bureau (pending availability).
- ξ As added value, we will negotiate tie-in promotions during radio station remotes and promotion events (pending availability).
- ξ **Radio budget: \$50,800.**

Television Public Service Announcements

- ξ Miami-Dade Television (MDTV) / Communications Dept. to produce a KidCare television commercial / PSA – air on MDTV from June 10th to June 27th. Cost: \$6,000 (includes dubs).
- ξ Produce / air segment(s) for MDTV's news show Miami-Dade Now – in English and Spanish.
- ξ Distribute PSA to City of Miami television station and WLRN/Channel 17 station – air schedule to be negotiated.
- ξ Distribute PSA to local television stations – please note that PSAs are usually aired late at night, if at all.
- ξ Television ad buy on WB and UPN. These stations were chosen because their shows target families – the audience we want to reach. These are also regular broadcast stations – not cable stations. Three television spots a day airing for two-weeks, on prime time rotation: \$60,000
- ξ Schedule the Mayor and KidsCare speakers bureau on UPN33's "Focus On South Florida" a thirty minute public affairs talk show, which explores South Florida's most pressing, topical and controversial issues of the day.
- ξ **Television production / ad buy budget: \$66,000**

Collateral Material

- ξ Produce KidCare posters to be place in Metrorail cars and buses (where space available), and displayed at CAA, DHS, Team Metro offices and other county buildings.
- ξ **Collateral Material budget: \$8,000**

Total advertising buy: \$124,800

Public Relations

- ξ Hold press conference on Monday, June 9th, 2003 with Board of County Commissioners and Coalition members at a clinic or Headstart site to announce the launch of our Florida KidCare Program outreach efforts and our goal of enrolling thousands of children before enrollment is capped on June 30, 2003.
- ξ Distribute press releases to all local print and broadcast media in an attempt to secure coverage / articles – beginning June 10th.

- ξ Distribute press release to the Community Relations departments of all local media outlets – beginning June 10th.
- ξ Schedule editorial board meetings (for example: Miami Herald, Sun Sentinel, John Garwood/WPLG) for the Mayor and/or KidsCare speakers bureau.
- ξ Coordinate appearance on local community / issues television shows for the Mayor and/or KidsCare speakers bureau (Michael Putney, Saturday Morning with Elliott Rodriguez).

List of "Intake Centers"
Attachment 3

CAA Site List

Colonel Harry Zubkoff Comprehensive Center
55 NW 199th Street
Miami, Florida 33169
305-770-3132

Carrie P. Meek Enrichment Center
1900 NW 75th Street
Miami, Florida 33142
305-694-2769

Holy Redeemer
1325 NW 71st Street
Miami, Florida 33147
305-694-8477

Mary McCleod Bethune Enrichment Center
2900 NW 43rd Terrace
Miami, Florida 33142
305-638-6073

Accion Community Action Agency Service Center
858 West Flagler Street
Miami, Florida 33130
305-547-4892

Perrine Head Start Center
17801 Homestead Avenue
Perrine, Florida 33157
305-232-3804

Isaac A. Withers Enrichment Center
21300 SW 122nd Avenue
Miami, Florida 33170
305-251-2395

DHS Site List

Allapattah Neighborhood Center
1897 NW 20 Street
Miami, FL 33142
(305) 547-4960

Frankie Shannon Rolle Neighborhood Center
3750 South Dixie Highway
Miami, FL 33133
(305) 446-3311

Culmer/Overtown Neighborhood Center
1600 NW 3 Avenue
Miami, FL 33136
(305) 579-2820

Edison/Little River Neighborhood Center
150 NW 79 Street
Miami, FL 33150
(305) 758-9662

Florida City/Homestead Neighborhood Center
1600 NW 6 Court
Florida City, FL 33034
(305) 247-2068

Opa-locka Neighborhood Center
16405 NW 25 Avenue
Miami, FL 33054
(305) 623-6500

Wynwood Neighborhood Center
2902 NW 2nd Avenue
Miami, FL 33127
(305) 547-7661

Team Metro Neighborhood Centers

Caleb Center

5400 NW 22nd Ave, Suite 702
Miami, FL 33142
Tel: (305) 636-2333
Fax: (305) 636-2344

Kendall Regional Office

11609 N. Kendall Drive
Miami, FL 33173
Tel: (305) 270-4979
Fax: (305) 273-4116

Melrose Regional Office

2340 NW 27 Avenue
Miami, FL 33142
Tel: (305) 638-6800
Fax: (305) 637-6660

North Central Regional Office

18579 NW 27th Avenue
Miami, FL 33056
Tel: (305) 626-7976
Fax: (305) 626-7977

Northeast Regional Office

1658 NE Miami Garden Dr.(at the Skylake Mall)
Miami, FL 33179
Tel: (305) 947-9858
Fax: (305) 947-5376

Northwest Regional Office

15450 New Barn Road, Ste 301
Miami Lakes, FL 33014
Tel: (305) 557-2171
Fax: (305) 557-2172

South Regional Office

10710 SW 211th St, Ste 1400
Miami, FL 33189
Tel: (305) 234-1510
Fax: (305) 234-1499

University Office

1409 SW 107th Avenue
Miami, FL 33174
Tel: (305) 222-2133
Fax: (305) 222-2137

West Office

3800 SW 137th Avenue, 2nd Floor
Miami, FL 33175
Tel: (305) 480-1700
Fax: (305) 480-1715

CBO's

The United Way
The Human Services Coalition
The Alliance for Human Services
Galata, Inc.
Catholic Charities
The Hispanic Coalition
Miami-Dade County Health Department
Dr. John T. McDonald Foundation School Health
Community Action Agency
Community Voices
The Beulah Scholarship Foundation

KIDCARE COALITION MEETING

Thursday, May 29, 2003

SIGN IN SHEET

NAME	ORGANIZATION	OFFICE #	CELL/BEEP #	EMAIL ADDRESS
Arnoldo Aguilera	Miami-Dade County Health Department	786-845-0211	786-236-8381	Arnoldo-Aguilera@doh.state.fl.us
Christine Irwin	Human Services Coalition	305-576-5001 ext. 16	305-431-3822	
Terry Coble	Florida Fiscal Policy Project	305-751-0504	786-473-9936	
Alba Aristizabal	Catholic Charities Refugee Program	305-883-4555		
Joe Rogers	Public Health Trust	305-575-3706	305-837-7911	
Patti Stauffer	Dr. John T. Macdonald Foundation School Health	305-243-6131		Pstauffer@med.miami.edu
Christopher Norwood	Human Services Coalition	305-576-5001 ext. 15	786-355-8690	Chrisn@hscdade.org
Ophelia Brown-Levison	Community Action	305-347-4615	305-342-9054	
Barbara Mason-Gardiner	Head Start / Early Start Community Action Agency	305-347-4630		
Joseph Louis	Galata, Inc.	305-242-7060	786-306-7060	
Ted Castellanos	Alliance for Human Services	305-646-7133	305-401-0782	
Ebenezer Boakye	Public Health Trust / Florida KidCare	305-358-8800	954-303-9558	
Kathryn Pinkus-Cohen	Public Health Trust / Community Access Program	305-575-3703	305-287-1062	
Marvin Cordero	Public Health Trust / Trust Care	305-415-1212 305-256-5351	786-290-5082 cell 305-955-3699 beeper	
Maria A. Lima	Hispanic Coalition	305-262-0060 305-207-4100	756-493-2918 cell 305-262-0518 fax	
Jules Kariner	Public Health Trust	305-585-6754	305-205-2027	

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KIDCARE OUTREACH SUBCONTRACTORS

ORGANIZATION	CONTACT PERSON	PHONE NUMBER	EMAIL	OUTREACH AREA
Human Services Coalition 260 NE 17 th Ter., Ste. 200 Miami, FL 33132	Rasha Soray, Programs Director Christine Irwin, Out reach Coor.	Tel: (305) 576-5001, x14 Fax: (305) 576-1718 X16	Rashas@hscdade.org chrissiei@hscdade.org	County wide: North Miami, Miami Beach,
Miami Dade County Health Dept. 8175 NW 12 Street Miami, FL. 33126	Arnoldo Aguilera	Tel: (786) 845-0211 Fax: (786) 845-0212 or Fax: (786) 845-0109	<u>Arnoldo_Aguilera1@doh.state.fl.us</u>	County wide: South Miami Dade, Westchester,
Children's Medical Services (CMS) 1500 NW. 12 Ave. Suite # 829 Miami, FL 33136	Cindy Borroto, Family Resource Specialist	(305) 325-2830 x131	<u>Cindy Borroto@doh.state.fl.us</u>	County wide

COVERING KIDS OUTREACH EDUCATORS

Kidcare Outreach Educator	Location Site	Contact Number	Outreach Area	Emails:
Myrian Crissien	1350 SW 4 th Street Homestead, FL 33030	Tel: (305) 247-8188	Hispanics, Immigrants, Farm Workers, in the Homestead, Florida City areas	<u>myrianC@hscdade.org</u>
Juanda Weathers	10161 Circle Plaza West Perrine, FL 33157	Tel: (305) 235-0684 or Tel: (305) 576-5001, x 49	Perrine Gardens (a.k.a. Circle Plaza)	<u>JuandaW@hscdade.org</u>
Dumas La Fleur	Madison Middle School 3400 NW 87 th Street Miami, 33147	Tel: (305) 467-4697	Haitians in the North and Central Miami-Dade areas	<u>DumasL@hscdade.org</u>
Sisteria Dixon	1350 SW 4 th Street Homestead, FL 33030	Tel: (305) 576-5001, x 49	Perrine, Perrine Gardens, Goulds	<u>SisteriaD@hscdade.org</u>

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REFUGEE/ENTRANT KIDCARE PROVIDERS

ORGANIZATION	CONTACT PERSON	PHONE NUMBERS	EMAIL	APPLICATION CODE/Targeted pop.
Jobs for Miami 4355 W. 16 Ave., Ste. 209 Hialeah, FL 33012	Laura Iglesias, VP Ralph Gonzalez, Placement Specialist	Tel: (305)512-9012 Fax: (305)512-0081	laurai@jfmiami.org	DadePIC/ Hialeah and surrounding areas, area around Calle 8)
Lutheran Services Florida 9750 SW 24 Street Miami, FL 33165	Ivonne Magrans Mary Jane Gonzalez Cruz	Tel: (305) 559-1177 ext.229 Fax: (305) 559-9509	Imagrans@LSFnet.org	DadeLuthSS (County Wide: ALL Health Fairs)
Catholic Charities 60 East 3 St., Ste. 206 Hialeah, FL 33010	Eleanor Wills Alba Aristizabal, Outreach Coordinator	Tel: (305) 883-4555 Fax: (305)883-4498	refugee@catholiccharitiesadm.org	3rep103 (Hialeah, Westchester, Hispanic population)

HRSA/CAP PROJECT/KIDCARE

ORGANIZATION	CONTACT PERSON	PHONE NUMBERS	EMAIL	TARGETED AREA
Public Health Trust/Jackson Memorial Hospital	Kathryn Pinkus-Cohen <u>Health Navigators:</u> Clara Hernandez Ruth Carter Aixa Gonzalez	Tel: (305) 575-3703 Bpr: (305) 738-0072 Bpr: (305) 738-0074 Bpr: (305) 738-0073	kathryn@jmhhp.com	Providing Referrals for the following health centers: CHI clinics -MLK & Doris Ison Econ. Opp. Family Health Center Camillus Health Concerns, Stanely Myers & Helen B. Bentley
Human Services Coalition 260 NE 17 Ter., 200 Miami, FL 33132	Joanne St. Julien Lolly Green, CAP Technical Advisor	Bpr: (305) 738-0071 Tel: (305) 576-5001 x26 Fax: (305) 576-1718 Cel: (305) 775-6722	Lollyg@hscdade.org	North Miami South Miami

Galata, Inc. (Haitian Culture Enrichment and Self Empowerment, Inc.) 239-241 West Palm Drive Florida City, FL 33034	Joseph Louis (Billy), Pr. Dir, Rosario Ruiz, Outreach Educator. Joseph F. Dorsinvil, Outreach Coord.	Tel: (305) 242-7060 Fax: (305) 242-8040	Galatainc@hotmail.com	South West Miami (Homestead and Florida City)
S.T.E.P.S. in the Right Direction, Inc. 5700 W 12 Avenue Hialeah, FL 33012	Michael Salem, Prjt. Dir. Gloria Gonzalez	Tel: (305) 231-9936 Cell: (786) 390-8982 Fax: (305) 231-9936	salemb@bellsouth.net	Hialeah and North Miami
Hispanic Coalition 5659 W. Flagler Street Miami, FL 33134	Marlene Arribas, Exec. Dir. Maria A. Lima, Health Project Dir.	Tel: (305) 262-0060 Fax: (305) 262-0518	hispacol@aol.com lima435@aol.com	East Hialeah, Little Havana, Fontainebleau, Sweetwater, and Flagami (Area covering: from Douglas Rd. West to Palmetto; from SW 8 th St. to West Miami; from US1 to W. Flagler and 37 Ave. 147 th Ave
Regis House 2010 NW 7 th Street Miami, FL 33125	Carmen Hernandez-Valdez, Prjt. Dir José Aquino, Program Coord.	Tel: (305) 642-7600 x216 Fax: (305) 642-6898	jaquino@regishouse.org	33142, 33149, 33126, 33122, 33125, 33130, 33131, 33125, 33135, 36 Street

JACKSON HEALTH SYSTEMS/PUBLIC HEALTH TRUST WELFARE TO WORK KIDCARE OUTREACH

Contact	Address	Telephone-main line (305) 358-8800	Email	Targeted Population
Ebenezer Boakye, Project Manager, Business/KidCare Outreach Program Pauline Calloo, Office Support	Jackson Health Systems Highland Professional Bldg 1801 NW 9 th Ave., #700 Miami, FL 33136	Tel: (305) 575-3771 Fax: (305) 547-3390 Pager: (305) 312-0014 Tel (305) 358-8800	Eboakye@jmhhp.com Pealoo@jmhhp.com	Families transitioning from welfare to work
Alice Nkrumah, Outreach Specialist	Same	Tel (305) 358-8800	Ankrumah@jmhhp.com	Same
Fay Maturah, Outreach Specialist	Same	Tel: (305) 358-8800	Fmaturah@jmhhp.com	Same
Kissandra Ramos, Outreach Specialist	Same	Tel: (305) 358-8800	Kramos@jmhhp.com	
Chantal Charles, Outreach Specialist	Same	Tel: (305) 358-8800	Ccharles@jmhhp.com	Same
U of Miami/Jackson				
Michele Montero, Project Coord. For Pediatric Mobile Clinic	Mailman Center for Child Development 1602 NW 12 th Ave, Rm 4066 Miami, FL 33136	Tel: (305) 243-3440 Fax: (305) 243-2918	michelem@miami.edu	

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Healthy Connections Contract/Alliance for Human Services-Family Central, Inc.

Contact	Address	Telephone	Email	Targeted Population
Denise Lederman, Department Director	Family Central, Inc. 15910 NW 57 Ave Miami Lakes, Fla. 33014	Tel: 305 908 5811 Fax: (305) 908 7388	DLederman@familycentral.org	Uninsured clients in the Opa-Locka, Carol City, Hialeah areas. Referrals from FCI and community
Mariana Tinoco, Coordinator	Same	Tel (305) 908 7384	MTinoco@familycentral.org	Same

Proposed Budget
Attachment 4

Kid Care Outreach & Enrollment Initiative

Proposed Budget

(June 9, 2003 - June 30, 2003)

<u>In-kind Support by Miami-Dade County</u>	<u>Amount</u>
ξ Processing target population through CAA/DHS Neighborhood Centers and Team Metro Offices (Optional—will keep County Offices open until 8 p.m. [M-F] and a skeletal operation on Saturdays)	\$55,249
ξ Clerical, phone-bank personnel and administrative staff support throughout project	\$9,275
ξ Production of TV and Radio spots -Communications Department	\$6,800
<u>Total</u>	<u>\$71, 324</u>
<u>Cash Costs</u>	
ξ Radio Advertising	\$50,000
ξ Television (\$1,000/spot)	\$60,000
ξ Collateral Materials	\$8,000
<u>Total</u>	<u>\$118,000</u>
<u>Private Donations Committed to Date</u>	
ξ Baptist Hospital	\$25,000
ξ Health Foundation of South Florida	\$15,000
ξ County Reprogrammable Funds (Remaining from 2002-03 EITC campaign)	\$15,000
<u>Total</u>	<u>\$55,000</u>

Health Foundation of South Florida

Chairman

Philip Grossman, M.D., FACP, FACG

Vice-Chairman

Richard Adams, Jr., Esq.
Adams & Adams, LLP

Secretary

Sheldon D. Dagen, CPA
Sheldon D. Dagen, P.A.

President & CEO

Steven E. Marcus, Ed.D.

BOARD MEMBERS**Marleine Bastien**

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Kelley Swafford Roy, Inc.

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Albert's Air Conditioning

STAFF**Kathy Antleau, CPA**

Chief Financial Officer

Shari L. Gantman

Director of Public Relations

Peter N. Wood

Chief Program Officer

June 2, 2003

Honorable Mayor Alex Penelas
Mayor, Miami-Dade County
111 N.W. 1st Street
Miami, FL 33132

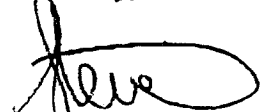
Dear Mayor Penelas:

On behalf of the Health Foundation of South Florida, we commend you and the Board of County Commissioners for mobilizing agencies who provide Kid Care outreach. We support the Kid Care outreach and enrollment initiative to enroll as many children as possible in the program by June 30, 2003. After reviewing the proposed budget, the Health Foundation of South Florida will make a \$15,000 administrative grant to this project with funds available by this Friday, June 6.

We also offer the "Initiative" our services to act as fiscal agent during this time period so that all parties can be as responsive and flexible as possible.

Again, we commend our county leaders on their commitment to the health of our community's children.

Sincerely,



Steven E. Marcus, Ed.D.
President, CEO

An Independent, Not-for-Profit Organization Benefiting Community Healthcare and Education

601 Brickell Key Drive • Suite 901 • Miami, Florida 33131

305 374-7200 • FAX: 305 374-7003 • www.hfsf.org

TOTAL P.02

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